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OPPORTUNITIES AND CHALLENGES FOR TOURISM DEVELOPMENT IN THE NUSA TENGGARA TIMUR REGION (NTT) Luh Putu Sudini¹

Abstract

Besides the tourism sector can increase economic growth, it also does not damage the environment and even stimulates environmental conservation. The tourism sector has become a global trend in the past three decades. World Travel and Tourism Council (WTTC) in 1998. Problems: 1) What is the urgency of tourism in the NTT region? And 2) How do you deal with the challenges of developing tourism in the NTT region? This research is empirical legal research. The urgency of tourism in the NTT region, among others: paying attention to tourism in the province of East Nusa Tenggara (NTT), which has the character of an archipelago, most of which consists of marine waters and is still lagging behind, it seems that the urgency of tourism in NTT is dominated by sea tourism or nature, such as national parks, Marine Conservation Areas, and Nature Parks (TWA). This is evident through the existence of 8 (eight) marine waters conservation areas owned by NTT Province. In addition, NTT Province also has a lot of potential in the marine sector, such as marine resources for capture and aquaculture; the potential for seaweed cultivation; potential of salt resources; and the potential for pearl cultivation, all of the marine potential is very supportive and influences the urgency of tourism for the East Nusa Tenggara (NTT) Province. Efforts that can be made in order to deal with these challenges include: first, make improvements in the infrastructure sector, for example there is good coordination between the central and regional governments and cities in the NTT Province with regard to policies on water conservation area management or marine tourism in East Nusa Tenggara (NTT); second, maximizing the tourism potential in NTT through professional human resource development; improved tourism management facilities and third, online tourism publications optimized so that tourists are interested in traveling to the NTT Province; and in addition, supervise/control the applicable laws and regulations in ALKI that cross the sea waters, so that the existence of the ALKI does not interfere with the conservation of waters in the Sawu Sea.

Keyword: opportunities and challenges, tourism development, NTT Region

A. Introduction

1. Background

Taking into account the current socio-economic situation and conditions of Indonesia, which shows that the decreasing agricultural land and other employment opportunities and increasingly environmental damage due to manufacturing activities and other economic activities that exploit natural resources, tourism needs to be developed as a source of production mainstay. Besides the tourism sector can increase economic growth, it also does not damage the environment and even stimulates environmental conservation. This is understandable because tourism development cannot be separated from the environment as a target or tourist attraction.

The tourism sector has become a global trend in the past three decades. The World Travel and Tourism Council (WTTC) in 1998 stated that the tourism sector is one of the largest industries in the world with a considerable growth, which is four percent per year, and accounts for around 11.6% of the world's Gross Domestic Product (GDP)². In the same year, the tourism sector had been able to absorb 9.4 percent of the total workforce, equivalent to 230.8 million new jobs. While for the Indonesian context, the tourism sector has

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² Linkberg K. Tourism as a Development Path in The South, Presented in Conference of Tourism in North/South Coalition and Forum, 2002, 71.

OPPORTUNITIES AND CHALLENGES FOR TOURISM DEVELOPMENT IN THE NUSA TENGGARA TIMUR REGION (NTT)

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Luh Putu Sudini¹

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Besides the tourism sector can increase economic growth, it also does not damage the environment and even stimulates environmental conservation. The tourism sector has become a global trend in the past three decades. World Travel and Tourism Council (WTTC) in 1998. Problems: 1) What is the urgency of tourism in the NTT region? And 2) How do you deal with the challenges of developing tourism in the NTT region? This research is empirical²² al research. The urgency of tourism in the NTT region, among others: paying attention to tourism in the province of East Nusa Tenggara (NTT), which has the character of an archipelago, most of which consists of marine waters and is still lagging behind, it seems that the urgency of tourism in NTT is dominated by sea tourism or nature, such as national parks, Marine Conservation Areas, and Nature Parks (TWA). This is evident through the existence of 8 (eight) marine waters conservation areas owned by NTT Province. In addition, NTT Province also has a lot of potential in the marine sector, such as marine resources for capture and aquaculture; the potential for seaweed cultivation; potential of salt resources; and the potential for pearl cultivation, all of the marine potential is very supportive and influences the urgency of tourism for the East Nusa Tenggara (NTT) Province. Efforts that can be made in order to deal with these challenges include: first, make improvements in the infrastructure sector, for example there is good coordination between the central and regional governments and cities in the NTT Province with regard to policies on water conservation area management or marine tourism in East Nusa Tenggara (NTT); second, maximizing the tourism potential in NTT through professional human resource development, improved tourism management facilities and third, online tourism publications optimized so that tourists are interested in traveling to the NTT Province; and in addition, supervise/control the applicable laws and regulations in ALKI that cross the sea waters, so that the existence of the ALKI does not interfere with the conservation of waters in the Sawu Sea.

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A. Introduction

1. Background

Taking into account the current socio-economic situation and conditions of Indonesia, which shows that the decreasing agricultural land and other employment opportunities and increasingly environmental damage due to manufacturing activities and other economic activities that exploit natural resources, tourism needs to be developed as a source of production mainstay. Besides the tourism sector can increase economic growth, it also does not damage the environment and even stimulates environmental conservation. This is understandable because tourism development cannot be separated from the environment as a target or tourist attraction.

The tourism sector has become a global trend in the past three decades. ¹⁹ The World Travel and Tourism Council (WTTC) in 1998 stated that the tourism sector is one of the largest industries in the world with a considerable growth, which is four percent per year, and accounts for around 11.6% of the world's Gross Domestic Product (GDP)². In the same year, the tourism sector had been able to absorb 9.4 percent of the total workforce, equivalent to 230.8 million new jobs. While for the Indonesian context, the tourism sector has

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contributed 9.27 percent of the total Gross National Product (GNP) in 2000, and has been able to absorb 8 percent of the workforce³

Furthermore, one of the positive consequences of tourism and related economic activities is the reduction of population exodus from village to city⁴. Almost the same phenomenon is experienced by tourism in East Nusa Tenggara (NTT). Tourists who come to NTT always experience an increase in annual certification. In general, the reason for visiting tourists to NTT is due to the unspoiled nature, especially the waters (lau) area which is still beautiful, considering that the Province of East Nusa Tenggara (NTT) is an archipelago province, besides the unique culture of the community, and hospitality of the people. However, at the reality level it turns out that tourism development policies that have been developed prioritize economic growth, and ignore environmental sustainability and the interests of local communities.

2. Formulation of the problem :

Based on the description of the background above, formulation of the problem can be made as follows:

1. What is the urgency of tourism in the NTT region?
2. How do you deal with the challenges of developing tourism in the NTT region?

3. Research Methods

This research is a study of empirical law,⁵ that is, the assessment is based on field data (field research), then analyzed so that conclusions can be obtained that are logical, systematic, and scientific. Furthermore, the approach used in this study is a sociological empirical approach; conceptual approach; and historical approach.

This type of empirical legal research uses data from field research, which in this case will be carried out through research at the Undana University Faculty of Marine and Fisheries, Kupang. In addition, researchers also conduct library research (library research), to support field research, in order to obtain legal materials in the form of primary legal materials, such as legislation in the field of notary, as well as the field of law; secondary legal materials, such as books/literature, legal journals, expert research results; and tertiary legal material, which can be in the form of dictionaries that help in discussing the problems made.

After all field data (from field research) and secondary data (from the library research) in the form of legal materials (primary, secondary, and tertiary) can be collected, then further processing is done qualitatively - descriptive. This means that the presentation is in the form of a description of the sentence to the discussion of the problems that are made so that logical, systematic and scientific conclusions can be obtained on the formulation of the problems made.

B. Discussion

1. Concept and Definition of Tourism

The concepts and definitions of tourism, tourists and their classification need to be established, because tourism has a dynamic nature. In tourism, according to Leiper quoted

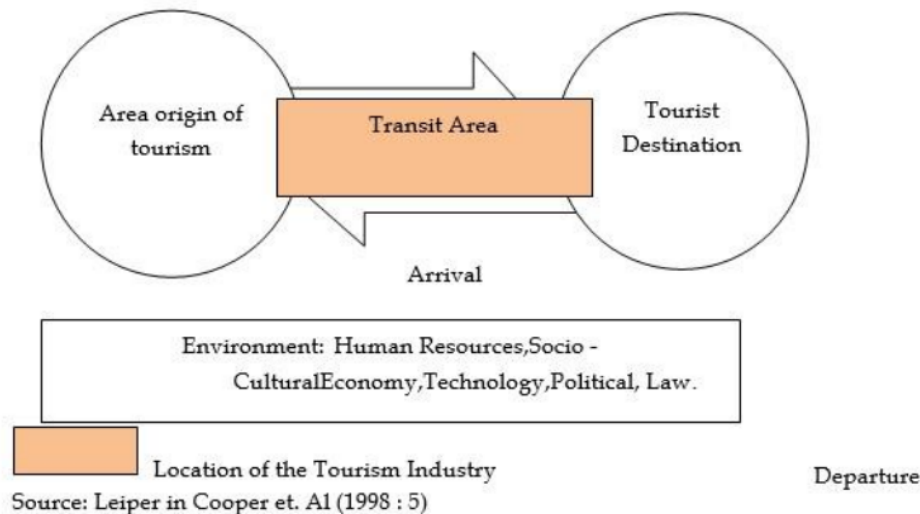
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³ Sukma Ariada Nyoman, *Meretas Jalan Ekowisata Bali : Proses Pengembangan, Partisipasi Lokal, Dan T* 20 *angan Ekowisata Di Tiga Desa Kuno Bali* (Udayana University Press, Denpasar Bali, 2009).

⁴ Michel Picard, *Bali Pariwisata Budaya Dan Budaya Pariwisata*, Translator Jean Couteau and Warih Wisna (Kepustakaan Populer Gramedia, 2006).

⁵ Soerjono Soekanto, *Penelitian Hukum : Suatu Tinjauan Singkat* (Jakarta: PT. Raja Grafindo Persada, 2013).

from Cooper et al.⁶, There are three (3) main elements that make this activity possible, namely the Tourism Origin Area (DAW); Trans Region (DT) t; and Regional Tourist Destinations (DTW).



Source: Leiper in Cooper et. Al (1998 : 5)

Picture 1.
Basic Tourism System

Tourism activities consist of several main components, namely⁷:

1. Travelers: He is an actor in tourism activities. Traveling is a human experience to enjoy, anticipate and remind the times in life.
2. Geographical elements:

The tourist movement takes place in three geographic areas, as follows:

 - a. Tourist Origin (DAW), the place where tourists are from, where they conduct daily activities, such as work, study, sleep and other basic needs. The routine is a driver to motivate someone traveled From the Tourist Area, one can search for information about tourist objects and attractions of interest, make reservations and leave for the destination.
 - b. Transit Area. Not all tourists must stop in the area. However, all tourists will definitely go through the area so that the role of the transit area (DT) is also important. Often, tourist trips end up in the transit area, not in the destination. This is what makes countries like Singapore and Hong Kong try to make their regions multifunctional, namely as transit areas (DT) and tourist destinations (DTW).
 - c. Regional Tourist Destination (DTW). This area is often said to be the sharp end of tourism. In this tourist destination, the impact of tourism is felt so that appropriate planning and management strategies are needed. To attract tourists, the tourist destination is a driver of the overall tourism system and creates demand for travel

⁶ Cooper, *Tourism Principles and Practice* (London: Pitman Publishing, 1998).

⁷ Ismayanti, *Pengantar Pariwisata* (Jakarta: PT. Gramedia Widiasarana Indonesia, 2010).

from tourist-originated areas. Regional Tourism Destinations are also the *raison d'être* or the main reason for tourism development that offers things that are different from tourist routines.

- 1 3. The tourism industry. The third element in the tourism system is the tourism industry. Industry that provides services, attractions and tourist facilities. Industry which is a business unit or business in tourism and spread in all three geographic areas. For example, travel agents can be found in tourist areas, flights can be found both in the area of tourist origin and in the transit area, and accommodation can be found in tourist destinations.

17 Tourism is an understandable activity from many approaches. In Republic of Indonesia Law Number 10 of 2009 concerning Tourism, it is explained that:

1. Tourism is a travel activity carried out by a person or group of people by visiting certain places for recreational purposes, personal development, or studying the uniqueness of tourist attractions visited, in the interim period.
2. Tourists are people who do tours.
3. Tourism is a variety of tourism activities and is supported by a variety of facilities and services provided by the community, entrepreneurs and the government.
4. Tourism is the whole activity related to tourism and is multidimensional and multidisciplinary in nature that emerges as a manifestation of the needs of every person and country as well as interactions between tourists and the local community, fellow tourists, local governments and entrepreneurs.
5. A tourism business is a business that provides goods and/or services for meeting tourist needs and organizing tourism.
- 10 6. A tourism entrepreneur is a person or group of people who carry out tourism business activities.
7. The tourism industry is a collection of tourism businesses that are interrelated in order to produce goods and/or services for meeting tourist needs in the implementation of tourism.

According to Ismayanti⁸ Tourism is a dynamic activity that involves many people and revives various business fields. Tourism is an activity that is inseparable from human life. Everyone will need to travel and tourism can be done inside and outside the area of residence. The basic concept of tourism is humans, geographical regions, both origin and tourist destinations and industries that provide tourism facilities and services.

2. Destination of Tourist Visit

Commuters/travelers are terms given to someone who travels from one place to another. If he travels for a tourist destination, it is calculated as a visitor in the tourism statistics. Visitors in tourism consist of two (2) types, namely tourists (tourist) and daily visitors (same - day visitor). Included in the daily visitor category are cruise ship passengers, vehicle crews such as flight attendants and crew and excursions. Meanwhile, those included in the category of tourists are foreigners (other nationals or foreigners), crew members who are not residents and foreign residents.

The purpose of various kinds of visits and tourists is grouped into two major groups, namely vacation tourists with the aim of having fun (pleasure) and business travelers with

⁸ Ismayanti.

the aim of combining business and leisure (business tourist). The nature and characteristics of tourism in the NTT region. Tourism is a combination of product goods and service products. Both are important, needed and produced by the tourism industry. Basically, tourism has the nature of tourism as a unique activity. The characteristics of tourism include the following:

- a. Loaded in human dimensions. Humans are the main actors in tourism. He can play a role in many ways. There are tourists who individually act as initiators or originators of travel ideas, some act as buyers, as users, as decision makers, and as provocateurs in a positive sense. However, sometimes tourists in groups act as assessors and endorse. This is what makes tourism unique.
- b. Differences between consumers and customers in service. In tourism, discrimination is carried out between consumers and customers because this has an impact on the process of service provided. Of course, every service provider tends to get as many customers as possible because of the loyalty that does not need to be doubted. The need for loyalty to keep consumers satisfied and happy.
- c. Tourism in the Province of East Nusa Tenggara (NTT) is characterized by an archipelagic region, where most of its territory consists of marine waters and many are left behind.

3. Urgency of tourism in the NTT region

Currently in the Province of East Nusa Tenggara (NTT) there are several marine conservation areas with a total area of 4 million hectares, namely Komodo National Park, Maumere Bay Nature Tourism Park, Kupang Bay Nature Tourism Park, Nature Tourism Park 17 Pulau Riung, Conservation Area Alor Regional Waters, Sikka Regional Waters Conservation Area, and Savu Sea Aquatic National Park⁹.

The authority to manage marine protected areas both by the central and regional governments in NTT Province needs to be coordinated properly so that synergies will occur to create a strong collaboration so that it has a large positive impact on ecology and economics. The development of this coordination is increasingly important as the implementation Law Number 23 of 2014 concerning regional governance which includes regulating the authority of the management of territorial waters (sea). The authority to manage the sea area at a radius of 0 - 12 nautical miles is believed to be a challenge when it is not properly coordinated with the government at the district/city level. This is based on the fact that the province of NTT. Is an archipelago province so that the range of control in the management of coastal and marine areas becomes very broad and complex.

In order to coordinate, synergize and streamline the diversity of marine conservation areas in NTT province, the NTT provincial government has formed the NTT Province Water Conservation Council which acts as a forum for coordination and collaboration between the parties in the development of marine conservation areas in East Nusa Tenggara (NTT). Through various collaborative efforts developed among all stakeholders at the central, provincial and district/city levels, it is hoped that effective watershed management can be realized and contribute positively to regional development, community welfare and environmental preservation.

⁹ Marcelien Dj and Ratoe Oedjoe, *Assistant Dean III of the Marine and Fisheries Faculty of the University of Nusa Cendana* (Kupang, 2015).

The province of East Nusa Tenggara (NTT) is an archipelago province. At least, there are 1,192 islands whether inhabited or not. Of the 21 districts included in the lagging category. Only Kota Kupang has escaped from underdevelopment status. Of course, there are too many reasons to look for the causes of underdevelopment of the province which most of the territory consists of waters (sea). Based on data from NTT Province, the land area is around 47,349.9 km², the sea area is almost four times as large, around 200,000 km². With these conditions, the greatest tourism potential or urgency of East Nusa Tenggara (NTT) is at sea. Moreover, the dry season in NTT is around eight months and four months of the rainy season. However, the facts show that NTT's marine potential has not been touched properly. In fact, most of the population of NTT is still oriented to the land, so that those who work as fishermen are only around 101,522 people out of the 5.1 million inhabitants of NTT. In fact, NTT's marine wealth is very large, not only as a producer of fish, but also offers a variety of potential/urgency of marine tourism. At present, according to data from the Regional Government (Pemda) of NTT, there are 8 (eight) marine water conservation areas in East Nusa Tenggara (NTT). Like:

1. Sawu Sea National Park¹⁶, which includes Timor Tengah Selatan District, Kupang, Rote Ndao, Sabu Raijua, East Sumba, West Sumba, Central Sumba, Southwest Sumba, West Manggarai, and Manggarai.
2. Alor Regional Marine Conservation Area; in Alor Regency.
3. Conservation of Sikka Regional Waters in Sikka District.
4. Nature Tourism Park (TWA) Group of Maumere Bay Islands in Sikka.
5. Komodo National Park in West Manggarai.
6. Nature Tourism Park (TWA) Seventeen Riung Islands in Ngada.
7. Riung Nature Reserve in Ngada.
8. Bay Kupang Nature Tourism Park (TWA) in Kupang City and Kupang Regency.

Of these eight conservation areas, the Savu Sea waters have not been determined by the central government as a national park, although conservation activities continue in this area.

There are big challenges to managing these islands and waters. On the one hand, the archipelago demands huge costs for infrastructure development. On the other hand, there is also the potential for waters which can actually be used as capital to improve welfare in NTT.

Director of Conservation of Area and Fish Species, Ministry of Maritime Affairs and Fisheries, Agus Dermawan, when following the Coordination Meeting of the Savu Sea National Park in Kupang on November 1 stated that: Marine Protected Areas (KKP) are watersheds that are protected and managed by zoning systems, to realize management fish resources and their environment⁹ in a sustainable manner. The Sawu Sea National Park (TNP) has been reserved through the Decree of the Minister of Marine and Fisheries of the Republic of Indonesia Number KEP.38/MEN/2009 dated May 8, 2009, to coincide with the World Ocean Conference in Manado.

The determination of the Sawu Sea National Park (TN) is actually at the stage of finalization⁶. However, his party did not want to rush to make a determination. So far, the issue of the Indonesian Archipelago Sea Channel (ALKI) that crosses the waters of the Sawu Sea is also a crucial point. With the ALKI, the area has become the path of ship crossing, so it is feared to disrupt conservation. However, the existence of ALKI will not interfere with conservation because there are clear rules for foreign vessels that cross conservation areas to

not pollute or carry out various activities in the marine area. (Note RI Government Regulation No. 37 of 2002 concerning Rights and Obligations of Ships and Air-craft Foreign Air in Implementing the Rights of the Archipelago Sea Groove Through the De-fined Islands Sea Channel).

The Savu Sea waters are a coral triangle or coral triangle area and have very high marine biodiversity. In accordance with the results of the 2001 - 2002 Reconnaissance survey, there were at least 336 species of reef fish, 31 species of marine mammals, consisting of 18 species of whales, 12 species of dolphins, and one species of dugong. In addition, six species of turtles were also found in Sawu Marine Park. The diversity of the Sawu sea cannot be separated from its position between the Pacific and Indian Oceans, has a sea trench with a depth that can reach more than 2,000 meters. The combination of strong currents and underwater steep cliffs keeps corals cool, and protects corals from bleaching during periods of rising water temperatures. This condition also makes marine habitats more productive, preserves fish populations, such as large numbers of tuna and makes the Savu Sea a "basket of bread" in the Nusa Tenggara region. Marine resources are very potential for capture fisheries and aquaculture with their respective development directions, namely (i) designated fisheries, fisheries and fish processing areas scattered throughout the Regency/City, (ii) development of the minapolitan area for capture fisheries and aquaculture in East Sumba Regency, Sikka, Lembata, Rote Ndao, Alor, Kota Kupang, and (iii) development of community salt commodities in Nagekeo District, Ende, Kupang Tengah Utara, Kupang, Lembata, and Alor.

Potential of Seaweed Cultivation, districts whose seaweed cultivation has developed are: Kupang regencies, Sabu Raijua, Rote Ndao, Alor, Lembata, East Flores, Sikka, East Sumba and West Manggarai District. The superior seaweed communities that are cultivated are Echeuma Co Tonii, Eucheuma Sp, and red algae. Potential land area for seaweed cultivation in NTT Province is 51,870 Ha with a production of 250,000 dry tons/year.

The potential for salt resources is very potential. Efforts to increase national salt production which is targeted to 2015 to achieve salt self-sufficiency in Indonesia in general and NTT Province in particular reach 1.2 million tons, then the implementation of the Community Salt Business Empowerment (PUGAR) has been launched. With members of 939 salt farmers. The NTT Provincial Government, through the implementation of PUGAR, is targeting an increase in salt land productivity of 60 tons/ha.

The potential for pearl cultivation is spread in several districts, namely Kupang regency, Tanjung Ledo, Kambing Island, Tanjung Kabate, Talasa and Tablolong, Rote Ndao district, Rote Barat Daya district, Alor district, Moru village, Kec. Alor Barat Daya, Lembata Regency, Teluk Wai Enga and Lewo Lein, Kab. East Flores, Konga Bay, Lebateta Bay, Solor Strait. The policies and commitments to the island provinces through the island provincial Cooperation Agency (BKS) have made the draft Regional Islands Law included in the 2013 National House of Representatives' Banleg. conservation area from the government to the NTT Provincial. This will be a reference for management changes and significant interventions for processing marine and fisheries resources in the surrounding marine areas that have the potential to improve the welfare of farmers - fishermen and coastal communities.

C. Conclusion

Urgency of tourism in the NTT region, among others Paying attention to tourism in the East Nusa Tenggara Province (NTT), which has the character of an archipelago, most of which consists of marine waters and is still lagging behind, it seems that the urgency of tourism in NTT is dominated by marine or natural tourism, such as national parks and Nature Park (TWA). This is evident through the existence of 8 (eight) marine waters conservation areas owned by NTT Province. In addition, NTT Province also has a lot of potential in the marine sector, such as: marine resources for capture and aquaculture; the potential for seaweed cultivation; potential of salt resources; and the potential for pearl cultivation, all of the marine potential is very supportive and influences the urgency of tourism for the East Nusa. Paying attention to the challenges of developing tourism in East Nusa Tenggara (NTT) Province, as NTT's marine potential has not been touched properly; the existence of ALKI crossing the Sawu Sea waters, which in the Sawu Sea waters there is a National Park (TN) of the Sawu Sea which has the potential as a waters tourism area in NTT Province; also lack of good coordination in the management of tourism areas in NTT between the central government and regional/city governments. Therefore, efforts can be made in order to face these challenges: a). First, make improvements in the infrastructure sector, for example there is good coordination between the central and regional governments and cities in the NTT Province with regard to policies on the management of marine conservation areas or marine tourism in East Nusa Tenggara (NTT). b). Maximizing tourism potential in NTT through professional human resource development, improved tourism management facilities and optimized tourism publications so that tourists are interested in traveling to the NTT Province. c). In addition, supervise/control the laws and regulations that apply in ALKI that crosses the waters of the sea, so that the existence of the ALKI does not interfere with the conservation of waters in the Sawu Sea.

It is recommended that the Regional Government of East Nusa Tenggara (NTT) Province pay more attention to the development of tourism areas, both the land area and the sea area (sea) that are dominantly owned by the NTT Province, to as tourism in NTT Province, both infrastructure, including government policies regions that support the development of tourism areas in NTT, facilities and professional tourism resources related to managing tourism in the NTT region.

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OPPORTUNITIES AND CHALLENGES FOR TOURISM DEVELOPMENT IN THE NUSA TENGGARA TIMUR REGION (NTT) Luh Putu Sudini¹

Abstract

Besides the tourism sector can increase economic growth, it also does not damage the environment and even stimulates environmental conservation. The tourism sector has become a global trend in the past three decades. World Travel and Tourism Council (WTTC) in 1998. Problems: 1) What is the urgency of tourism in the NTT region? And 2) How do you deal with the challenges of developing tourism in the NTT region? This research is empirical legal research. The urgency of tourism in the NTT region, among others: paying attention to tourism in the province of East Nusa Tenggara (NTT), which has the character of an archipelago, most of which consists of marine waters and is still lagging behind, it seems that the urgency of tourism in NTT is dominated by sea tourism or nature, such as national parks, Marine Conservation Areas, and Nature Parks (TWA). This is evident through the existence of 8 (eight) marine waters conservation areas owned by NTT Province. In addition, NTT Province also has a lot of potential in the marine sector, such as marine resources for capture and aquaculture; the potential for seaweed cultivation; potential of salt resources; and the potential for pearl cultivation, all of the marine potential is very supportive and influences the urgency of tourism for the East Nusa Tenggara (NTT) Province. Efforts that can be made in order to deal with these challenges include: first, make improvements in the infrastructure sector, for example there is good coordination between the central and regional governments and cities in the NTT Province with regard to policies on water conservation area management or marine tourism in East Nusa Tenggara (NTT); second, maximizing the tourism potential in NTT through professional human resource development; improved tourism management facilities and third, online tourism publications optimized so that tourists are interested in traveling to the NTT Province; and in addition, supervise/control the applicable laws and regulations in ALKI that cross the sea waters, so that the existence of the ALKI does not interfere with the conservation of waters in the Sawu Sea.

Keyword: opportunities and challenges, tourism development, NTT Region

A. Introduction

1. Background

Taking into account the current socio-economic situation and conditions of Indonesia, which shows that the decreasing agricultural land and other employment opportunities and increasingly environmental damage due to manufacturing activities and other economic activities that exploit natural resources, tourism needs to be developed as a source of production mainstay. Besides the tourism sector can increase economic growth, it also does not damage the environment and even stimulates environmental conservation. This is understandable because tourism development cannot be separated from the environment as a target or tourist attraction.

The tourism sector has become a global trend in the past three decades. The World Travel and Tourism Council (WTTC) in 1998 stated that the tourism sector is one of the largest industries in the world with a considerable growth, which is four percent per year, and accounts for around 11.6% of the world's Gross Domestic Product (GDP)². In the same year, the tourism sector had been able to absorb 9.4 percent of the total workforce, equivalent to 230.8 million new jobs. While for the Indonesian context, the tourism sector has

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